# Introducing the Ocean 2

February 2009



# Agenda

### Feature Summary

### Positioning

- What's New?
- Portfolio Comparison
- Competitive Positioning
- Ocean 2 vs. Ocean
- Ocean 2 vs. iPhone 3G

### Ocean 2 Overview

- Ocean 2 Overview
- Function Keys
- Display Icons
- Menu Tree
- Accessories

### **Applications Overview**

### Customer Experience Improvements

- Main Menu
- Style
- Browser, SMS/MMS
- Camera
- File Viewer



## **Feature Summary**

Ocean 2 is Helio by Virgin Mobile's next generation flagship personal communication device featuring upgrades to Ocean in every category including a larger display, improved multimedia capabilities, usability, and performance.



## Feature Summary

### **Key Differentiators**

- Big 2.6" QVGA LCD Screen
- Full background music play along with 3.5mm ear-jack
- Industrial design improvement with Mercury concept
- Analog scroll functionality through optical sensor
- Updated Helio User Interface with new Helio main menu



### Upgrades from the Ocean

- Integrated Alert management system for email, call events, IM, SMS/MMS
- 512mb External Memory card bundles with Device
- Turn by turn navigation, GPS enabled Google map
- Microsoft mail for Exchange (MME) support for full outlook calendar, contact, and email sync
- Ultimate Inbox with integrated Email and IM from all leading Portals (Yahoo, AOL, MSN, Google)
- Buddy Beacon 2.0 with increased performance, User Interface, and the ability to connect with non-Helio members
- Community Applications, including YouTube, MySpace, and Facebook





## **Ocean 2 Positioning**

## What's New?

Category	What's New?
Industrial Design	Keyboard/keypad layers switched for more comfortable QWERTY experience External dedicated silent mode slide button
Optical Sensor	Optical sensor enabled navigation button for more responsive menu scrolling and page browsing
Camera	Night shot mode Location tagging on pictures
Web	Send URL to Friend Multi-Tab Browsing Insert Contact Info integrated with device Address Book Location based integration with several Content Partners
Applications	Buddy Beacon 2.0 TellMe
Games	Same great, unique landscape gaming capabilities New simple ability to upgrade rental games to full versions Six (6) new preloaded game demos
Multimedia	Improved video playback (QVGA 384kbps) MTP data transfer & Windows DRM compatible Background Music Playback



### What's New?

Category	What's New?
Voice Search	Voice-activate Search using TellMe
Address Book & Contacts Backup	Same great Address Book and Smart Dialer Improved integration between Device and MME contacts Reminder prompts to backup/sync. Ability to initiate Buddy Beacon & 'locate' a contact from Address Book
Messaging	Ultimate inbox providing email through Gmail, Yahoo, AOL, MyHelio, Earthlink IM through Yahoo, AOL, MSN, and now Google Talk Text and Pic message threading functionality
Location Based Services	Same great Google Maps and Garmin Mobile applications available for directions and navigation
Search	Improved Yahoo search results with OneSearch upgrade and implementation of LBS/Local integration upgrades Consistent Search results from Dialpad and Helio WAP portal



## Ocean 2 vs. Ocean

	Ocean 2 ™	Ocean ™	
	Det Note 1. Set York 1. Set Yo		
"Multitasking"	Support for full Background Music play	Background music play only during browsing	
Video Performance	15 FPS at 384 kbps playback with additional *avi. formats supported	7 FPS playback with 16-bit sound	
Messaging/Ultimate Inbox	Text & Pic message threading Same as Ocean with addition of Gtalk	All messaging portal including MSN, Yahoo, AOL	
Browser	New Browser lid 'Send URL to a Friend' & Multi-Tab Browsing	Single tab browsing	
Idle Mode Local Search	Text-based and voice-based search, both GPS-enabled, direct from the dialpad & QWERTY	Text-based and voice-based search, both GPS-enabled, direct from the dialpad & QWERTY	
Voice Feature Access	TellMe voice search application	None	
GUI	Update Main Menu Design and GUI Update for simple yet classy look	Colorful GUI with Main Menu	
Key Interface	Bigger space bar & Qwerty keypad, Improve usability on the numeric key	Qwerty + Numeric keypad	
Speakerphone	Improved speakerphone with a bigger size and position of the speaker	Limited to 15pi stereo output	
LCD	Larger 2.6" LCD for improved experience	2.4" QVGA	
Analog Input	Has optical senor for better experience scrolling through large text file External vibrate (Silent Mode) slide switch	None	



## Ocean 2 vs. iPhone 3G

Item	Ocean 2™	iPhone 3G™	
	GET MUSIC GET VIDEO  G		
Stereo Bluetooth (A2DP)	Yes	No	
Voice Feature Access	TellMe voice search application	SayNDrive	
Network/speed	3G EVDO network (up to 2.5Mbps)	3G HSDPA network (up to 14.4 Mbps), WiFi	
GPS	Yes, (Google Maps, Garmin, Buddy Beacon, Browser integration including WHERE widgets)	Yes, (Loopt, Buddy Beacon, WHERE widgets, Google Maps, GeoCache, Find Me!, various public transit apps, and more)	
IM	AIM, Yahoo!, MSN and Google Talk with presence detection integrated w/Address Book	Support for IM only through third-party apps not preloaded on device	
Email	AOL, Yahoo!, MSN/Hotmail, Gmail, POP/IMAP, and Microsoft Exchange	Mac, Yahoo, GMail, AOL, POP/IMAP, and Exchange ActiveSync support	
LCD	2.6" QVGA (320 x 240)	3.5" QVGA+ (320 x 480)	
H/W keyboard	Qwerty and numeric	None (touch screen)	
MMS Support	Yes	No	











Features	Ocean 2 ™	Ocean™	Fin™	Mysto™
Camera	2 Megapixel	2 Megapixel	3 Megapixel	2 Megapixel
Internal Memory	133 MB	200 MB	100 MB	100 MB
MicroSD External Memory	SDHC support (512 MB included)	microSD	Up to 4GB max	Up to 4GB max
Device Size	4.56" x 2.28" x 0.81"	4.33" x 2.20" x .86"	4.06" x 2.04" x 0.45"	4.1" x 1.9" x 0.5"
Screen Size and Display	2.6" QVGA	2.4" QVGA 260k color	2.3" QVGA 262k colors	2.2" QVGA 262k colors
MP3 + MPEG 4 Player	Y	Y	Υ	Υ
Stereo Speakers	No, 17pi single speaker	Yes, Dual 15pi	No	N0, 15pi single speaker
Talk Time/Standby Time	5.4 hr / up to 7 days	5hr / up to 7 days	3hr/ up to 8 days	-
Battery Size	1320mAh	1320mAh	800mAh	880 mAh
Free GPS-enabled Services	Y	Y	Υ	Υ
Music + Video Services	Y (Windows Media DRM)	Y (Windows Media DRM)	Y (SKT-DRM)	Y (SKT-DRM)
Free MySpace Mobile Service	Y	Y	Y	Y
Free H.O.T. Information Service	N	N	Y	Y
Stereo Bluetooth	Y (v2.0)	Y	Υ	Y
Bluetooth® Pictbridge Printing	Y	Y	Υ	Y
Built-in Photo Studio	N	N	Y	Y
Ultimate Inbox	Y	Y	Y	Y
Selling Points Super Fast 3G Network	- "All in one" device	Ultimate Mobile machine     CDMA 1x/EVDO, Dua	Thinnest EVDO device     Indicate the second (800/1900MHz)	- Stylish device





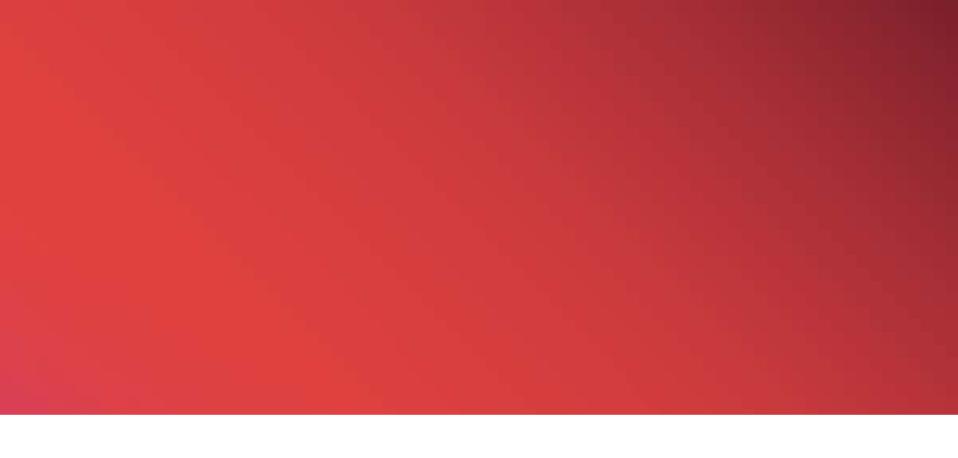






Features	Ocean 2 ™	iPhone 3G ™	BlackBerry Curve ™	LG Voyager ™
Carrier	Helio	AT&T	T-Mobile	Verizon
Camera	2 Megapixel	2 Megapixel	2 Megapixel	2 Megapixel
Weight	166g	143.2g	111g	133g
Internal / External Memory	133MB / microSD (512MB inbox)	8 GB / 16 GB	64MB	-
Device Size	4.56" x 2.28" x 0.81"	4.5" x 2.4" x 0.46"	4.21" x 2.36" x 0.61"	2.64" x 2.12" x 0.71"
Screen Size and Display	2.6' QVGA (240 x 320) 262k color	3.5' QVGA+ (320x 480) 262k color, touch Screen	2.4" QVGA (240 x 320) 65k color	2.81" (240 x400) 262k color, Touch screen
MP3 + MPEG 4 Player	Y	Υ	Υ	Υ
Stereo Speakers	N, 17pi Speaker	N	N	Υ
Talk Time/Standby Time	5.4 hr / up to 7 days	8hr / up to 10 days	4hr / up to 17 days	4hr / up to 20 days
Battery Size	1320 mAh	-	1100 mAh	950 mAh
Free GPS-enabled Services	Υ	Υ	Υ	N
Music + Video Services	Υ	Υ	Υ	Υ
Free MySpace Mobile Service	Y	Y	-	-
Stereo Bluetooth and Pictbridge	Y	N	Y	Υ
Location tagging on pictures	Y	N	N	N
Speaker Phone	Υ	Υ	Υ	Υ
Background Music Play	Y	Υ	N	Y
DRM	Y (Windows Media DRM)	Y (Apple FairPlay DRM)	N	Y (Windows Media DRM)
3G network	Υ	Υ	N	Y
IM	Y (Yahoo!, Gtalk, MSN, AOL)	Υ	Υ	Y (AOL, MSN, Yahoo!)





### **Ocean 2 Overview**

### Ocean 2 Overview

#### **KEY FEATURES**

- Multimedia Player: Supports MP3, MPEG-4,
   VOD, MMS, h.264, WMA
- Bluetooth®: Mono and Stereo (A2DP)
   Bluetooth support
- Camera: 2 Megapixel, Night shot mode
- Video Camera: MPEG-4 video recording
- Display: Large 2.6" QVGA TFT Screen with Landscape Mode
- Internet: Full HTML Browser with Page Zoom,
   Visual Tab, Mini Map
- Messaging: Ultimate Inbox for Text and Picture messaging as well as all your Email and IM from Yahoo!, Google, AOL, and MSN. And POP3/IMAP email support.
- Memory: USB Mass Storage Capability through MTP
- Contacts Synch: OTA Address book Synch
- Sensor : Optical senor on CSK to provide analog scroll input capability
- Alert : Centralized alert management for IM, Email, SMS/MMS, missed call

#### **BASIC ESSENTIALS**

- Speakerphone
- Planner (Calendar, To-Do List, Notepad,
   Stopwatch, Wake-up Call, Alarm, Calculator, Tip
   Calculator, World Time Clock)
- English and Korean Language Support

#### **TECHNICAL SPECIFICATIONS**

- Digital Dual-Band: EVDO, Digital Only; CDMA 1x EVDO: 800, 1900 MHz
- Dimensions: 4.65" x 2.28" x 0.81"
- Weight: 167g
- Display: 2.6-inch QVGA 240 X 320 Pixels, 260 TFT Color
- Standard Battery: 3.7 Volt Lithium Poly, 1320mAh
- Talk Time: 323 minsStandby Time: 7 days

#### **HELIO SERVICES**

- Ultimate Inbox
- Mail for Microsoft Exchange
- HelioUp with Flickr and YouTube Integration
- MySpace Application
- YouTube Application
- Answer Rings
- Music on Demand Service
- Video Service
- Rings, VideoRings, and Screens Services
- Helio File Viewer
- Google™ Maps (GPS-Enabled)
- TellMe Voice-Activated Local Search (GPS-Enabled)
- Buddy Beacon™ 2.0 (GPS-Enabled)
- Garmin Navigation (GPS-Enabled)

#### **MEMORY**

- 133 MB Internal Memory
- External memory Mass storage through MTP
- Up to 2GB of External Memory (MicroSD)

#### CALL MANAGEMENT AND SERVICES

- Picture Caller ID
- Voicemail
- Caller ID
- Call Forwarding
- Call Waiting
- Three-Way Calling

#### **ACCESSORIES**

- Car charger
- Holster
- Holster carrying changing
- Stereo Bluetooth handset (Ocean 1)
- Mono bluetooth handset (Ocean 1)
- MicroSD (Ocean 1)

#### STANDARD IN-BOX PACKAGE

- Device
- 512 MB microSD
- Standard Lithium Poly Battery
- User Guide (CD)
- Travel Charger
- Charging Data Cable
- Stereo Hands-Free Headset
- Charm
- Quick Start Guide
- Helio Referral Card
- Health and Safety Guide

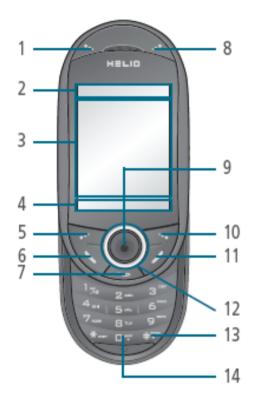


# Function Keys





# Function Keys (continued)



- Download Store key Press to access Helio Store.
- (2) Display Indicators See page 12 for a list of icons.
- (3) Text & Graphic area
- (4) Soft Key Indicators Shows the functions currently assigned to each soft key and displays some icons.
- (5) Left Soft Key Press to access the main menu or function displayed on bottom line of LCD.
- (6) Send Key Press to make or receive a call. Short Press: Recent Calls.
- (7) Clear Key Press to clear a digit from the display or to return to the previous page.

- (8) Alerts Key Press to Idle alert window will be displayed.
- (9) Scroll Sensor/OK Key
  In Idle Mode Press to access
  Helio Potal site.
  Inside a Menu Press to selects
  the highlighted choice in a
  menu. Place your finger on the
  Scroll Sensor and lets you drag
  to scroll menu.
- (10) Right Soft Key Press to access contacts menu or function displayed on bottom line.
- (11) End Key Press to turn the handset on/off, to terminate a call or to return to the initial page.

- (12) THE NAVIGATION KEYS

  Long Press Down for New

  Message, Left for Music Player
  and Right for Apps.

  In Idle Mode Press Up for
  Surf. Down for Message, Left
  - Inside the Menu Scroll through menu options with keypad or select function displayed on the screen.

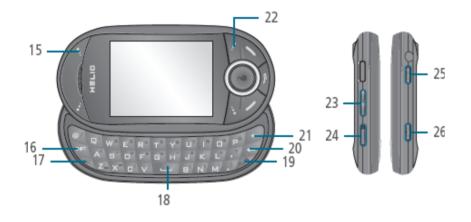
for Music + Video and Right

for Games.

- (13) Lock Key Press and hold to enter lock mode.
- (14) International Key A long press will display a plus "+".



# Function Keys (continued)



- (15) Download Store key -Press to access Helio Store.
- (16) Shift key Enters upper case letters and symbols. You can either press the Shift key first and then the desired key or press both keys at the same time.
- (17) Alt key To type the number or symbol printed in orange at the top of a key, hold down the or ange-colored Alt key and then press one or more letter keys. Or, press and release the Alt key and then press a letter key.
- (18) Space bar keys Enters a space.
- (19) Symbols key Opens a set of characters and symbols during text entry.

- (20) Enter key Starts a new line when entering text.
- (21) Backspace key Deletes characters.
- (22) Alerts Key Press to Idle alert window will be displayed.
- (23) Volume Key Press to adjust the master volume or adjust the voice volume during a call.
- (24) Vibrate Switch Press up or down to activate vibrate mode/normal ringer mode.
- (25) Music Key Press to access Music Library menu. Press and hold to playback music in stored in internal and external memory.
- (26) Camera Key Press to access Snap menu. Press and hold to activate camera view mode.



## Display Icons



#### Signal Strength

Current signal strength: More lines mean stronger signal.



#### Roaming

Handset is out of Home coverage area.







Calling Voice Privacy No Call Speaker Handset

Voice Call Status

Message Icon Status

Display received SMS, MMS,

Helio Mail, MME (Mail for Microsoft Exchange), Yahoo

Email, Yahoo Messenger,

Talk, Windows Live Email,

Windows Live Messenger,

EarthLink Email, POP3/IMAP

AOL Email, AIM, Gmail, Google

Display status whether call is in progress or cannot receive signal.



(talk)

Google Talk



























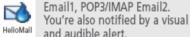












#### Battery

Battery charging status - the more fill, the stronger the charge.



Full Charge

#### 1X Mode

Handset is in a 1x service area.



#### 3G Mode

Handset is operating in 3G mode.





**Data Service** Indicates 1X/3G internet services access is active.





#### Dormant

Indicates your handset is in a dormant state during a data call. Your handset goes into Dormant mode when you have not had any activity on a page for some time - your connection is still active and you can make and receive calls.



#### Airplane Mode

While in Airplane Mode, your handset's standby screen will displayed.



#### Annual Event

Annual Event is set, the idle screen appears. The idle screen disappears if the anniversary expires or is disabled.



#### Alarm/Wake-up Call

Alarm/Wake-up Call is set, the idle screen appears. The idle screen disappears if the alarm/morning call is in operation or disabled.



#### Vibration and Sound

Handset will vibration and Sound when call is received.



Handset will only vibrate when call is received.



#### Vibe Then Ring

Handset will vibrates then it rings when call is received.





#### Bluetooth Activate

Indicates Bluetooth is activate status.









status.







### Menu Tree

#### **CUSTOMIZE**

1. Rings

1.1 Rings

1.1.1 Download Rings

1.1.2 Downloaded Rings

1.1.3 Free Rings 1.2 Answer Rings

1.3 Alert Rings

2. Screens

2.1 Home Screen

2.1.1 Download Home Screens

2.1.2 Screens

2.1.3 Video Screens

2.1.4 Media

2.1.5 Album Slideshow

2.1.6 Free Screens

2.2 Overlay

2.2.1 Calendar

2.2.2 Clock

2.2.3 Dual Clock

2.2.4 Animated Sticker

2.3 Banner

2.3.1 Banner

2.3.2 Text

2.3.3 Font Color

2.4 Main Menu

2.4.1 Original

2.4.2 Dashboard

3. Ring Vibration

3.1 IF SOUND SWITCH ON:

3.2 IF SOUND SWITCH OFF:

4. Volume

4.1 Ring

4.2 Receiver

4.3 Keypad

4.4 Effects

4.5 Wake-Up Call

4.6 Alerts

4.7 Power Up/Down

5. Airplane Mode

6. Bluetooth

6.1 Turn Bluetooth On/Off

6.2 Add Device

6.3 Trusted Devices

6.4 Send + Receive

6.4.1 Receive Mode

6.4.2 Send Photos

6.4.3 Send Videos

7. Settings

7.1 Backlight

7.1.1 Display Time

7.1.2 Display Brightness

7.1.3 Keypad Backlight

7.1.4 Alerts

7.2 Sound Systems

7.2.1 New message

7.2.2 Keypad 7.2.3 Slide

7.2.4 D-Pad Keys

7.2.5 Confirm Pop up

7.2.6 Cancel/Wait Pop up

7.2.7 Core Keys

7.2.8 Back/Cancel Key

7.2.9 Call Connect

7.2.10 Minute Notification

7.2.11 No Service

7.2.12 Low Battery

7.3 Scroll Sensor Sensitivity

7.4 Language

7.4.1 Display

7.5 Alerts Manager

7.6 Call Options

7.6.1 Answer Call On

7.6.2 Auto Functions

7.6.3 Call Forwarding

7.6.4 Call Block

7.6.5 Voice Privacy

7.6.6 TTY

7.7 Security

7.7.1 Phone Lock

7.7.2 Change Password

7.8 Mode Transition Time

7.9 Network

8.0 Device

8.1 Memory

8.1.1 Memory Info

8.1.2 Clear Memory

8.2 Reset

8.2.1 Reset All

8.2.2 Clear Contacts

8.3 Software Info

#### **SURF**

1. Access Helio Portal

#### **SNAP**

1. Capture

2. All Media

2.1 Internal Memory

2.2 External Memory

3. My Albums

3.1 Internal Memory

3.2 External Memory

4. Date View

4.1 Internal Memory

4.2 External Memory

5. Helio Album

5.1 Access Helio Portal

6. Settings

6.1 On Closed Slide

6.2 Call Receiving

6.3 Shutter Sound

6.4 Voice Recording



### Menu Tree (continued)

#### **MUSIC + VIDEO**

- 1. Music
- 1.1 Playlists
- 1.2 Artists
- 1.3 Albums
- 1.4 Songs
- 1.5 Genres
- 2. Download Music
- 2.1 Access Helio Portal
- 3. Video
- 3.1 Playlists
- 3.2 Videos
- 3.3 Video Album
- 4. Download Video
  - 4.1 Access Helio Portal

#### **CONTACT**

- Emergency
- Information
- Member Care
- My Number
- Voicemail
- 1. New
- 2. Edit
- 3. Search
- 4. Contact Sync
- 5. Locate
- 6. Refresh Presence
- 7. Delete
- 8. Delete Multiple
- 9. Copy
- 0. Email as vCard
- \*. Settings

#### **GAMES**

- 1. Download Games
  - 1.1 Access Helio Portal

#### **PLAN**

- 1. Voice Memo
- 2. Calendar
- 3. To Do
- 4. Wake-Up Call
- 5. Alarm
- 6. Calculator
- 7. World Time
- 8. Unit Converter
- 9. Notepad
- 0. Stopwatch
- \*. Tip Calculator

#### **MESSAGE**

- 1. Text/Pic Inbox
- 2. Helio Mail
- 3. Mail for Microsoft Exchange
- 4. Yahoo!
- 5. AOL
- 6. Google
- 7. Windows Live
- 8. EarthLink
- 9. Add Email Acct.
- 0. Add Email Acct.

#### **APPS**

- 1. Download App
- 1.1 Access Helio Portal
- 2. Helio File Viewer
- 3. YouTube Mobile
- 4. MySpace
- 5. Opera Mini
- 6. Google Maps
- 7. Buddy Beacon
- 8. Garmin Mobile
- 9. Tellme



## Accessories

### **Packaging Contents:**

- Handset
- 512 MB microSD
- Standard Lithium Poly Battery
- User Guide (CD)
- Travel Charger
- Charging Data Cable
- Stereo Hands-Free Headset
- Charm
- Quick Start Guide
- Helio Referral Card
- Health and Safety Guide



**USB** Cable



Handset



Battery



Headset (Handsfree)



Charm/Screen Cleaner



### Compatible Ocean Accessories:

- All Micro SD card with a storage capacity of 2 or <2GB.</li>
- All Stereo Bluetooth headsets
- All Mono Bluetooth heads
- WEP Bluetooth headset
- Gola Carrying Case







# **Applications Overview**

### **Applications**

Google Maps Mobile
The best GPS experience patented "Sequential GPS method" which allows fast and most accurate location fix

**Buddy Beacon** 

Helio continues to expand its initial friend finder application, with Buddy Beacon 2.0

Browser

Helio's browsing experience provides a PC-like web browsing experience with full HTML capabilities

Search

Helio has built the most comprehensive, simplest solution for our members to find what they're looking for

Where

Where enables our members to find relevant local information

Ultimate Inbox

All your Text & Pic messages, Email, and Instant Messaging (IM) in one place

Mail for Microsoft Exchange

Our members have the ability to wirelessly synchronize their Microsoft Office Outlook Email, Calendar, and Contacts from a Microsoft Exchange Server Free!

Helio File Viewer

Our improved file viewer allows members to take their important business files on the go

Helios Video Service

Thousands of music downloads as well as newly available movie clips



**Illustrative Purposes Only** 





**Illustrative Purposes Only** 



## Applications (continued)

### YouTube

Helio has delivered the best and most complete mobile YouTube experience

### HelioUP/Album and SNAP

A publishing platform for user generated content captured on a Helio device

### Social Networking

Keep track of all your friends' activities across multiple popular social networking and media sharing sites through a single interface

#### Music-on-Demand

Helio delivers the richest mobile music discovery and download experience in the market

### Connected Media Player

The Helio Media Player offers flexible music/video playback and management

### Helio Player Desktop Solution

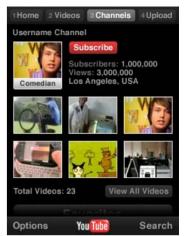
Manager your favorite songs, videos and pics from your PC and transfer to your device

### Helio Games

Helio continues to deliver on the richest mobile gaming experiences in the industry

### Garmin Mobile

Helio provides this great premium Garmin Mobile subscription application for best-in-class navigation solution



**Illustrative Purposes Only** 









## **Customer Experience Improvements**

# Main Menu Improvements

- Main menu redesigned with Flash in line with Helio graphical user interface style guide incorporating more organic movement and lighting effects to create greater user experience.









# Style Improvements

- Enhanced graphical user interface across all of Ocean 2
- One-for-one asset swap to improve consistency and visual appeal across OEM and application menu















### Browser, SMS/MMS Improvements

-Browser: Redesigned user interface for photo and video capture that integrates ways to set wallpaper, connect to Helio up, geotag, send message and browse images.

-SMS/MMS: Support for threaded messaging conversations in SMS and MMS for more immediate communication.

- Buddy Beacon: Redesigned WAP application for Buddy Beacon reflecting Helio

GUI style & functionality.







show hide

🎍 Buddy Beacon

10857 Weyburn Ave

hasn't updated in a while...

is at the deep dive near

hasn't updated in a while...

hasn't updated in a while...

hasn't updated in a while.

# Camera Improvements

- Improved camera experience with seamless launch options from your screen









Record





**Post Capture Options** 





# File Viewer Improvements

- Supports paging, zooming and panning allows viewing of Microsoft Office documents (Word, Excel, PowerPoint), PDF, TXT, images (BMP, GIF, JPG, PNG, WMF, EMF) and HTML.

